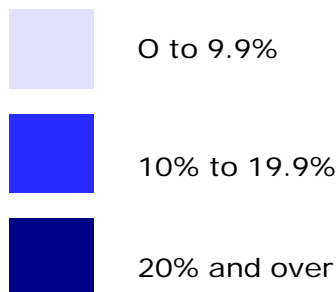
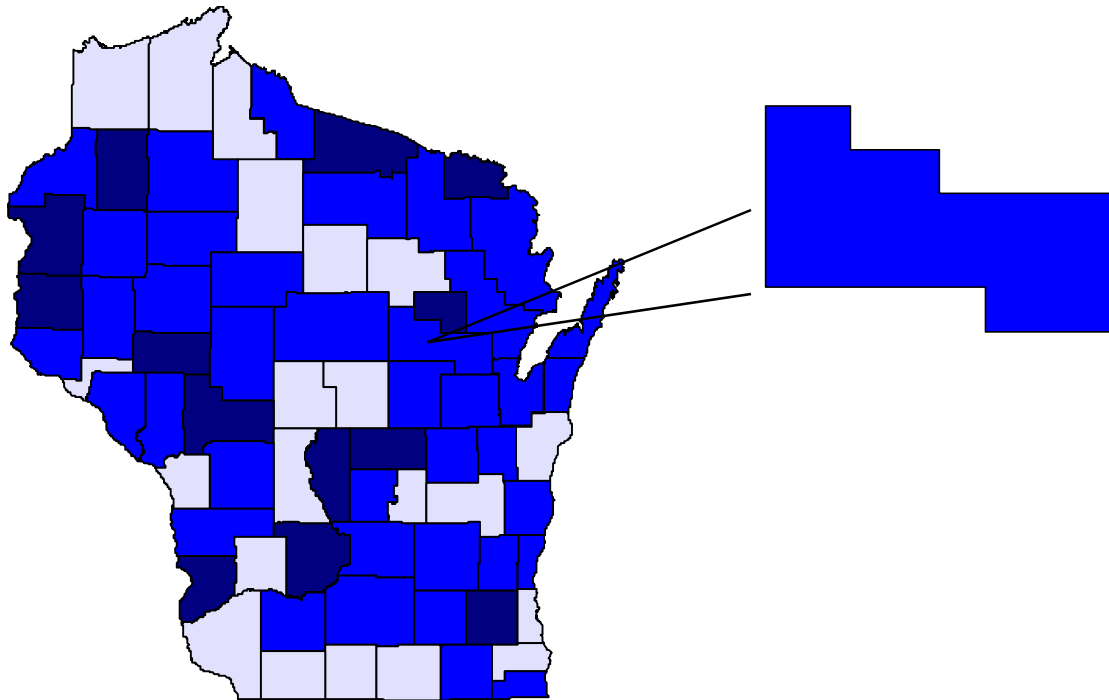


Shawano County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Shawano County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

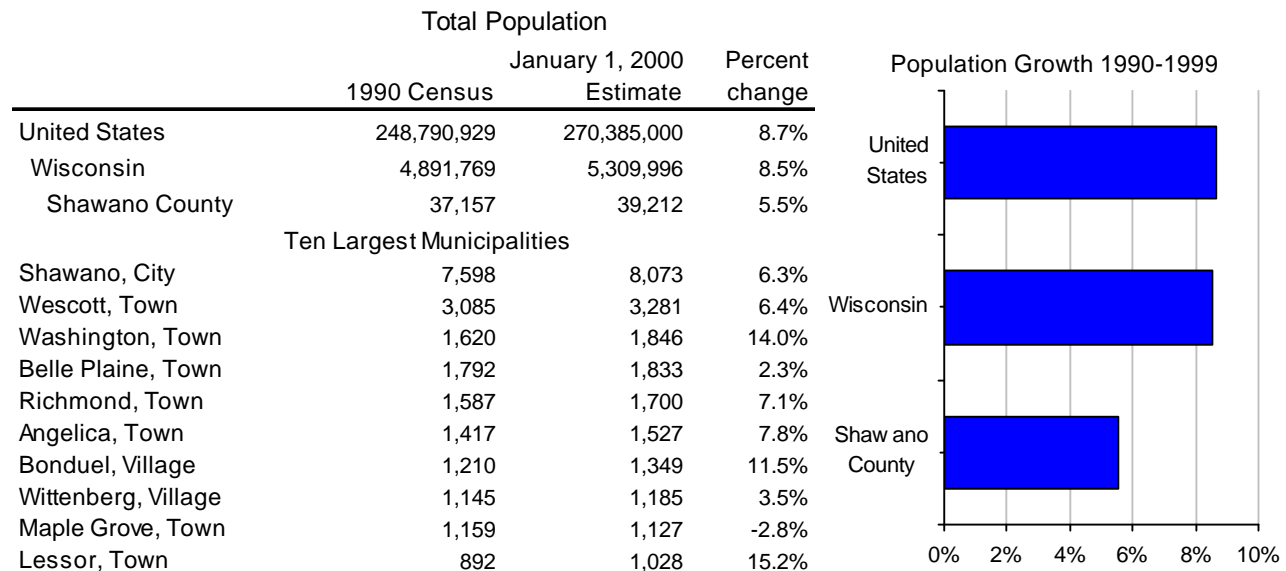
For more detailed information or clarification, please contact your local labor market analyst,
Dick Seidemann, by telephone (920-208-5809) or email (seider@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Shawano County Population and Civilian Labor Force

During the 1990's the population in Shawano County grew about two thirds the rate of either the State of Wisconsin or the United States. The total increase for the county from 1990 to January 1, 2000 was 2,055.

The slower growth rate for the county is a product of area demographics. Many of the residents in the county are past the age of starting a family so growth comes from migration. During the last ten years the population has had a loss of 340 in populations based natural increase. This is a measurement of births minus deaths. At the same time, this was offset with an increase of population due to in-migration of 2,395 for a net increase of 2,055. The source of population growth may have long term consequences on the future labor force for businesses as well as need for services for an aging population. Many of the individuals moving to the area are at or near retirement age, so rather than adding to potential workers in the area, will be looking for additional services.



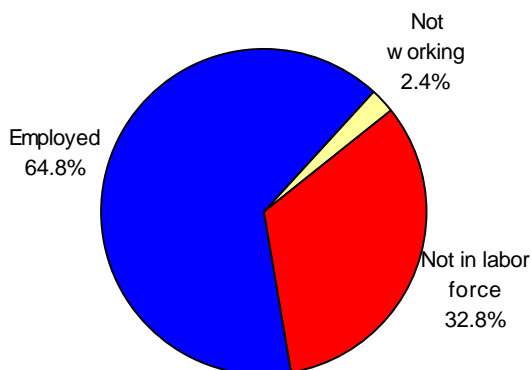
* Shawano County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work.)

Between 1990 and 1999 Shawano County's population has increased just slightly more than the increase of 1,645 in the county's labor force. The area's labor force actually peaked in 1997 with 21,200 workers and has declined since that time to 19,900 in 1999. While it is hard to say why the labor force has declined, population growth, age and availability of work all have an influence on labor force size. The number of employed has declined since 1997 as well, although the decrease in the employed sector has been slower.

1999 Labor Force Participation



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The term used to describe the relationship between the labor force and population is the participation rate. Shawano County has a somewhat lower participation rate than the state of Wisconsin, but still higher than the United States. The participation rate for Shawano County's labor force 67.2 percent, up just slightly from 1990 when it was 66.1 percent. The United State's participation rate is 67.1 percent, while the state's rate is 72.3 percent. Participation rates are affected by changes in the economic conditions, as well changes in the demographic conditions of an area.

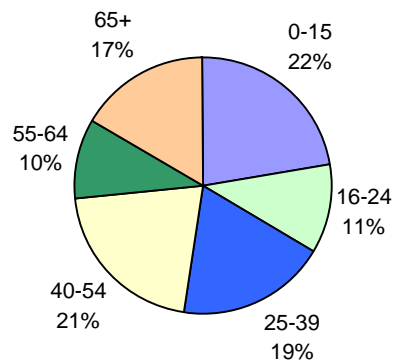
The labor force aged population between the ages of 40 and 54 had the largest growth rate of all the age groups in the county from 1990 to 1999. The increase is the result of the aging of the baby-boomers. These are the mature experienced workers in the area's business, many of whom will most likely start to retire in the next decade. Of major significance to employers is the

number of new workers that enter the labor market (ages 16-24) to replace these workers and fill entry level jobs. This group has grown a little faster than the population as a whole, but slower than the labor force and employment. There has been a decline in the next group which represents skill trained workers. Average growth in the 16 to 25 age group and a decline in the 25 to 39 year old group present problems to labor recruitment in the area as these are the workers that are most likely to take on new challenges and new jobs, while the older groups will be looking towards retirement during the next decade. This is offset by a large number in the 0-15 group that will be entering the labor force during the next decade.

Shawano County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	8,855	8,836	-0.2%
16-24	4,106	4,355	6.1%
25-39	7,937	7,309	-7.9%
40-54	5,948	8,258	38.8%
55-64	3,637	3,948	8.6%
65+	6,674	6,506	-2.5%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



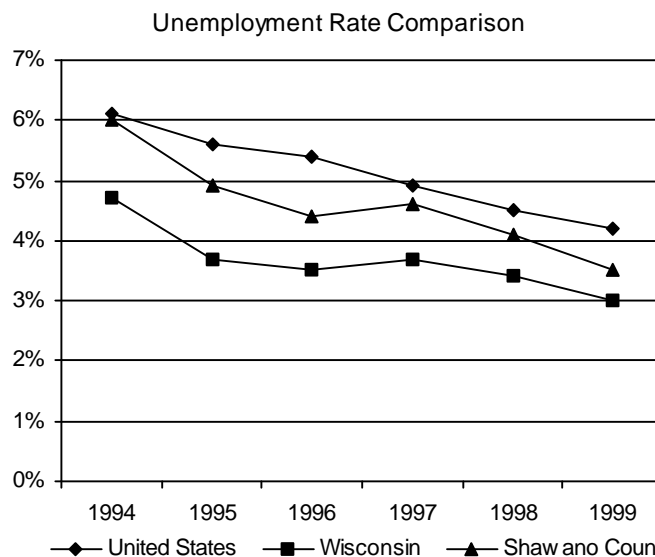
Shawano County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	19,800	20,200	20,600	21,200	21,000	19,900
Employed	18,600	19,200	19,700	20,200	20,100	19,200
Unemployed	1,190	990	900	980	860	700
Unemployment Rate	6.0%	4.9%	4.4%	4.6%	4.1%	3.5%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

During the last five years, the unemployment rate in Shawano County has mirrored that of the state, although at a slightly higher rate. For the most part, the rate has declined with a slight rise in 1997. The rise in the rate during 1997 coincides with the peaking of the county's labor force that year. During 1998 and 1999 both the labor force and total employment has declined in the county, although employment has declined at a slower rate. During this time the average has been below the national level.

Total employment includes all residents in the county that are employed, regardless of where they work, but counts them only once. On page four we refer to nonfarm wage and salary employment (NFWS). Nonfarm wage and salary employment, counts the number jobs by location such as county, and may count workers more than one time. In Shawano County, the number of jobs like many rural counties is smaller than the number of employed. This is because Shawano County has more workers leaving the county for work than come into the county. Also, total employment includes self employed individuals, which NFWS does not.

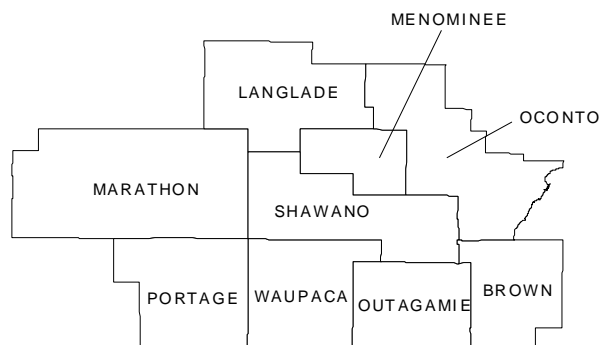


Although the labor force and total employment levels have decreased since 1997, NFWS employment has continued to increase during this time. Over the last five years NFWS has increased by 14.7 percent, an increase of 1,625. Nearly the same as total labor force growth during then entire 1990 period.

Shawano County Commuting Patterns

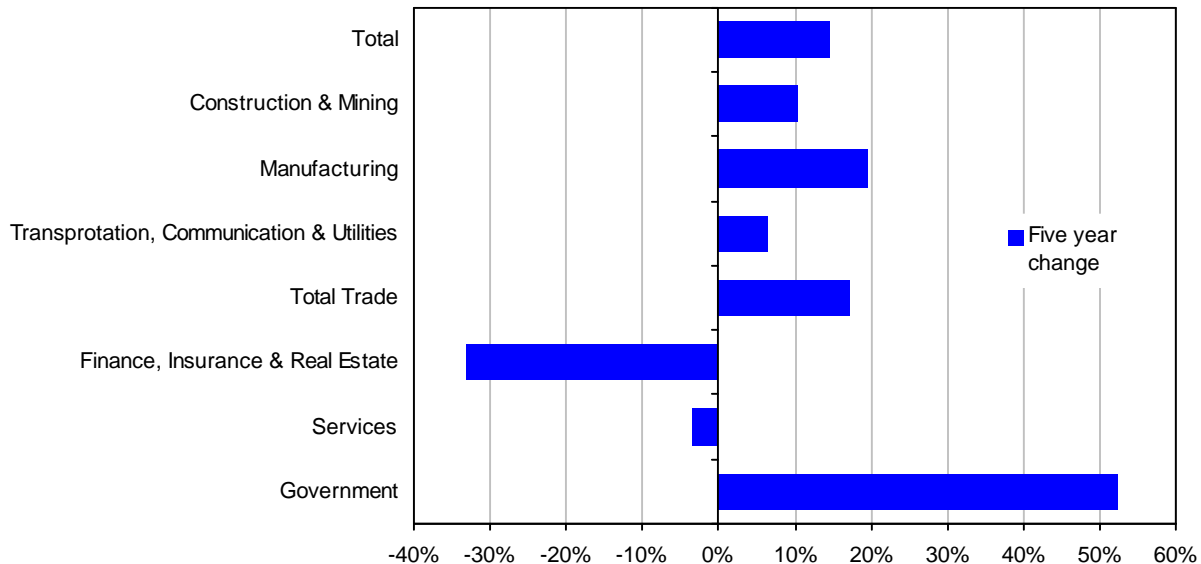
Based on the 1990 census, Shawano county lost over 4,300 workers daily to jobs outside the county. This was nearly one fourth of the workers in the county. While data from the 2000 census on commuting patterns will not be available until next year, most likely the patterns for commuters will have changed little in the last ten years with the exception the numbers into and out of the county have probably increased.

During the last ten years, two major changes in the area will have had a large influence on commuting patterns in the area. One is the emergence of the casinos in northeastern Wisconsin and the large number of jobs created drawing in workers from a wider area. The other factor is the completion of highway 29. This allows for rapid travel to the Wausau and Brown County areas. Brown County was the destination for over 30 percent of the workers that commuted in 1990.



There are many reasons for Shawano County's has a large number of commuters. In the 1980's Shawano County, like many other areas in the Midwest, experienced difficult economic conditions. Workers were forced to look for work outside of the county. Between 1980 and 1990 the number of outbound commuters increased 77 percent. Another factor is, on average, wages paid by employers in larger metropolitan areas has been and continues to be higher than wages for similar positions in rural areas such as Shawano County. In Brown and Marathon Counties there are several large corporate headquarters, providing professional and managerial workers more opportunities than available within Shawano County.

Shawano County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	11,047	11,532	11,730	12,292	12,595	12,672	0.6%	14.7%
Goods Producing	2,660	2,837	2,865	3,112	3,090	3,139	1.6%	18.0%
Construction & Mining	475	492	493	498	494	525	6.3%	10.4%
Manufacturing	2,184	2,344	2,372	2,614	2,596	2,614	0.7%	19.7%
Durable	1,158	1,262	1,290	1,445	1,535	1,551	1.0%	33.9%
Nondurable	1,026	1,083	1,082	1,169	1,061	1,063	0.2%	3.6%
Service Producing	8,387	8,696	8,865	9,180	9,505	9,533	0.3%	13.7%
Transportation, Communications & Utilities	526	565	572	594	566	561	-0.9%	6.5%
Total Trade	2,710	2,887	2,983	3,096	3,147	3,177	1.0%	17.2%
Wholesale	501	512	510	495	485	457	-5.7%	-8.8%
Retail	2,209	2,374	2,473	2,601	2,662	2,720	2.2%	23.1%
Finance, Insurance, and Real Estate	651	563	506	477	473	436	-7.8%	-33.0%
Services & Misc.	2,669	2,214	2,221	2,395	2,585	2,572	-0.5%	-3.6%
Total Government	1,831	2,467	2,583	2,618	2,734	2,787	1.9%	52.3%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives or if the job holder has multiple jobs. This information is often referred to as "place of work" data. Based on 1990 census data Shawano has a very large percent of residents who commute outside of the county to their jobs. This is one reason why the number employed exceeded the number of jobs in the county by 6,500.

Manufacturing employment was the fastest growing industry with nearly a 20 percent increase in the last five years. This resulted in 430 jobs in the county, most of this growth has been in the durable goods manufacturing sector which increased 33.9 percent, while nondurable goods manufacturing increased by 3.6 percent. The next fastest growing industry has been in retail trade which increased 23 percent in the last five years.

The large increase in government employment from 1994 to 1995 is due to the way data is counted, and not growth in the industry. Starting in 1995, employment by Native American enterprises was placed into government rather than the classification of the activity. Thus, employment of workers in the casino and other activities by the Stockbridge-Munsee Reservation that had been counted as services, was placed into government. This primarily affected the service and government sectors in Shawano County. Much of the growth since 1996 has been in the Casino/hotel industries.

Shawano County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	8	1,021	-72	*
Eating And Drinking Places	82	936	-10	132
Health Services	29	830	-30	-122
Executive, Legislative, And General	30	682	19	64
Lumber And Wood Products	30	623	19	-36
Amusement & Recreation Services	*	*	*	*
Paper And Allied Products	*	*	*	*
Automotive Dealers & Service Stations	37	420	8	121
Food Stores	17	413	2	-22
General Merchandise Stores	6	337	-6	-16

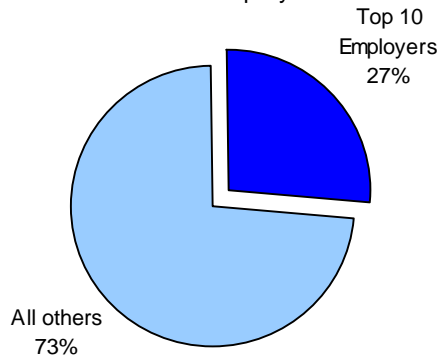
*data suppressed to maintain confidentiality

Top 10 Employers

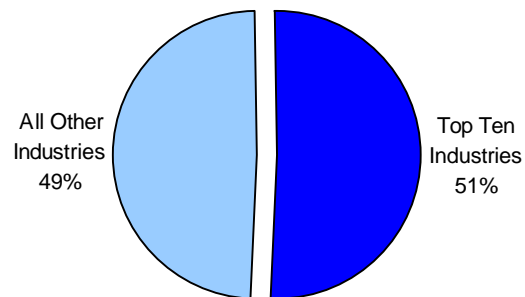
Company	Product or Service	Size
Mohican North Star Casino	Hospitality and Entertainment	500-999
County Of Shawano	Government Services	250-499
Little Rapids Corp	Paper Products Manufacturing	250-499
Shawano/Gresham School District	Public Education	250-499
Shawano Medical Center Inc	Health Services	250-499
Aarrowcast Inc	Foundry Castings	250-499
Wittenberg/Birnamwood School	Public Education	100-249
Stockbridge-Munsee Com Band Mohican	Services	100-249
Walmart Associates Inc	Retail Trade	100-249
Homme Inc	Residential Youth Treatment	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



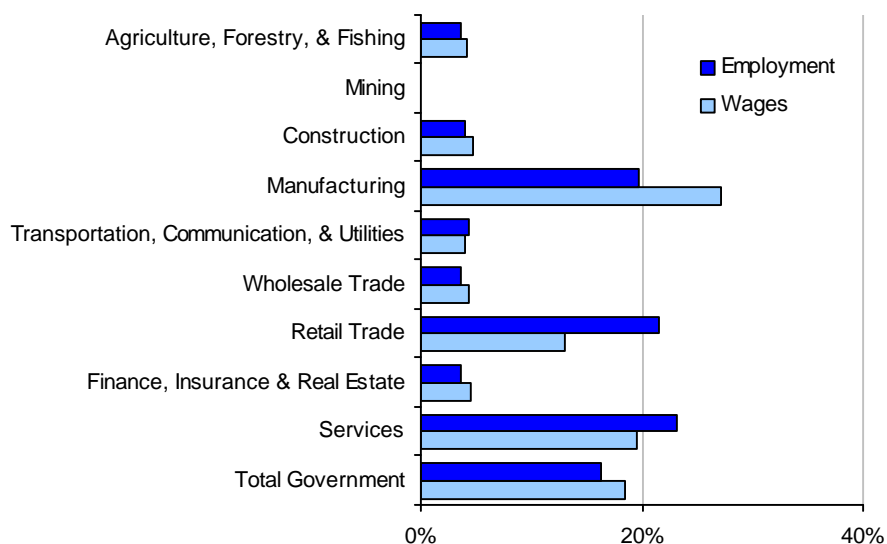
There were 1,064 employers in Shawano County during 1999. This includes 100 government units. The ten largest employers in the county provided over one-fourth of the jobs in the County. The largest employer being the Mohican North Star Casino with over 500 workers. Two of the largest employers listed were school districts, while there was only two employers in the manufacturing sector.

Industry sectors include all of the employers that produce or provide a like service in one group. Industries are divided into over 80 different industry sectors. The ten largest industries in Shawano County provide over one half of the jobs in the county. Educational services is the largest industry sector with over 1,000 workers or about eight percent of the jobs in the county. Manufacturing is listed twice on this list.

Shawano County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$21,293	\$29,609	71.9%	3.1%	21.3%	12,477
Agriculture, Forestry, & Fishing	\$24,565	\$21,499	114.3%	5.8%	5.2%	445
Mining	*	\$39,968	*	*	*	*
Construction	\$24,650	\$36,772	67.0%	2.5%	24.4%	498
Manufacturing	\$29,217	\$37,773	77.3%	6.3%	33.9%	2,470
Transportation, Communications, & Utilities	\$19,734	\$34,523	57.2%	-1.1%	8.4%	535
Wholesale Trade	\$26,281	\$38,048	69.1%	12.9%	34.1%	444
Retail Trade	\$12,887	\$15,066	85.5%	-0.9%	13.8%	2,691
Finance, Insurance, & Real estate	\$27,362	\$37,911	72.2%	6.3%	37.9%	447
Services	\$17,956	\$26,041	69.0%	1.2%	21.4%	2,891
Total Government	\$23,974	\$32,017	74.9%	1.8%	18.0%	2,041

Total Employment and Wage Distribution by Industry Division



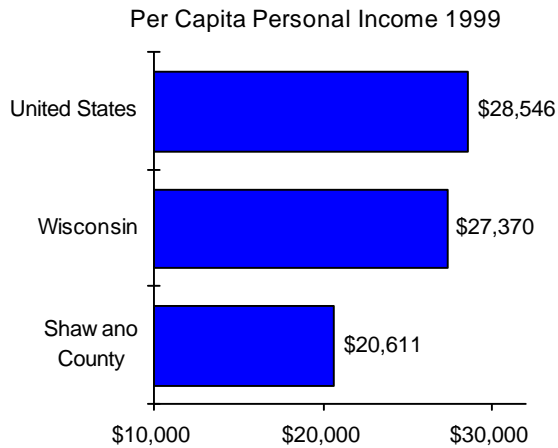
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The average annual wages in Shawano County increased by 3.1 percent from 1998 and 21.3 percent during the last five years. However, wages in the county remain over \$8,000 below the state average of \$29,609. With the exception of agriculture, forestry and fishing industry, wages in all the industry sectors are below the statewide average. This occurs as wages are generally higher in major metropolitan areas such as Milwaukee, Madison, Green Bay, this raises the state average wage above the more rural areas of the state. The rural areas such as Shawano County often do not have corporate offices of large companies, major processing centers, or large manufacturing facilities. Thus, there are fewer managerial and technical positions, which often pay higher wages.

Manufacturing continues to provide a large share of the wages in the county when compared to employment. Manufacturing provides 19.7 percent of the jobs in the county, but provides 27.2 percent of the all wages paid in Shawano County. Annual wages are higher in manufacturing than the other industries as many of the positions in manufacturing pay higher hourly rates, and a higher percentage of the work is full-time and year around. Overtime wages also influence the total earnings of many manufacturing workers.

On the reverse side, retail trade employment represents 21.6 percent of the jobs, slightly higher than the number employed in manufacturing, yet provided only 13.1 percent of the wages paid in Shawano County. A real difference of nearly 37.5 million dollars annually in the county's payroll base. The wages in the retail industry wages represent a smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers and a high percent of the employment is part-time and seasonal.

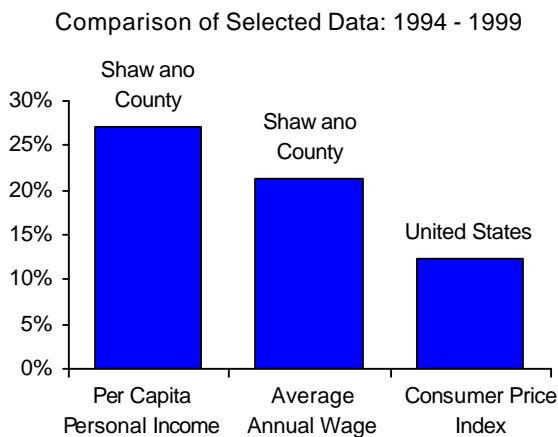
Shawano County Wage and Income Data



The per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population.

Per capita personal income in Shawano County was \$20,611 during 1999, this was at 75.3 percent of the state average. The county ranked 50th out of the state's 72 counties the same as in 1998.

Over the last five years the PCPI has increased by 29.4 percent in the county, outpacing the 26.1 percent rate for Wisconsin and the 26.4 increase percent for the nation during the same time period.



The increase in PCPI was higher than the 21.3 percent increase in wages for Shawano County. This indicates that other sources of income have added to the income in the county, since wages is only one factor in PCPI. This would include income from sources such as government payments, retirement income, rent, and income from investments.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Shawano County	\$16,226	\$16,739	\$17,841	\$18,830	\$20,022	\$20,611	2.9%	27.0%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data		
	Mean	Median
Cashiers	\$ 14.48	\$ 13.58
Computer Programmers	\$ 9.41	\$ 9.59
Extruding/Forming Mach Oprs	\$ 9.71	\$ 9.45
General Office Clerks	\$ 6.62	\$ 6.24
Hand Packers & Packagers	\$ 8.93	\$ 8.37
Home Health Aides	\$ 24.10	\$ 22.87
Janitors and Cleaners	\$ 8.10	\$ 7.61
Machinist	\$ 7.90	\$ 7.75
Machine feeder/offbearer	\$ 12.08	\$ 11.43
Nurse aide	\$ 7.88	\$ 7.74
Paper Goods Machine Setters	\$ 10.14	\$ 9.98
Printing Press Machine Oprs.	\$ 10.81	\$ 10.13
Registered Nurses	\$ 9.16	\$ 8.22
Salesperson, retail	\$ 14.62	\$ 14.76
Truck Drivers/Heavy or TractorTrailer	\$ 9.76	\$ 9.60

Source: DWD, BWI, 1999 OES wage survey for the Green Bay MSA

The wages for the selected occupations in this table were reported by employers in the Green Bay metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs.

Because occupational wages are not available by county, the attached table lists wages for common occupations from the Green Bay MSA as it is the closest available wage information for Shawano County. Wage data on additional occupations are available at our website: <http://www.dwd.state.wi.us/lmi>.

The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage.